

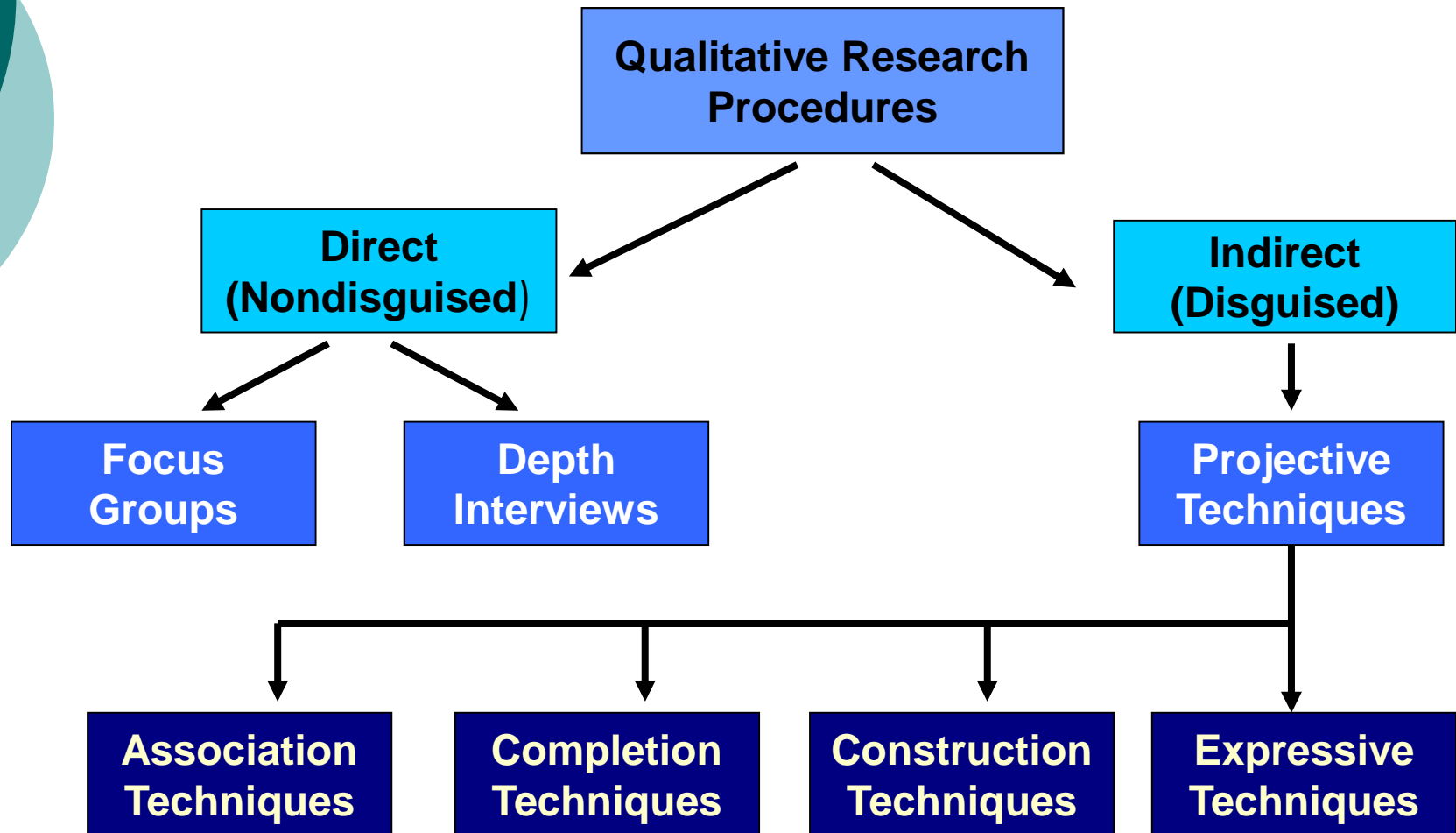


HELLENIC OPEN UNIVERSITY
School of Social Sciences
MBA Programme

Qualitative Research

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A Classification of Qualitative Research Procedures



Qualitative versus Quantitative Research

	Qualitative Research	Quantitative Research
Objective	To gain a qualitative understanding of the underlying reasons and motivations	To quantify the data and generalize the results from the sample to the population of interest
Sample	Small number of non-representative cases	Large number of representative cases
Data Collection	Unstructured	Structured
Data Analysis	Nonstatistical	Statistical
Outcome	Develop an initial understanding	Recommend a final course of action

Characteristics of Focus Groups

Group size

8 – 12

Group composition

Homogeneous; respondents prescreened

Physical setting

Relaxed, informal atmosphere

Time duration

1 – 3 hours

Recording

Use of audio- and video-recording

Moderator

Observational, interpersonal, and communication skills of the moderator